

## 2010-05-05 Main Street Minutes

### Historic Willamette – A Main Street Community May 5 Minutes

Attendees: Gail Holmes, Tom Soppe, Steve Gray, Ruth Offer, Kevin Schrandt, Midge Pierce

#### Updates:

- Board president Ruth Offer now has EIN number which will enable opening a Board approved account at Pacific West Bank. Offer and treasurer Steve Gray are to be the signers on the account.
- Ruth praised group for its community meeting contributions and cited Michelle Eberle for stepping in as temp Org head by pulling together the multi-page organizational templates.
- All board will have access to templates via shared google docs.

#### 2.1 Outreach Meeting Debrief:

- General consensus is it went well. Ruth reported positive buzz on the street despite low turnout.
- Board considering lunchtime meetings of like-minded businesses
  - o General consensus is it went well. Ruth reported positive buzz on the street despite low turnout.
  - o Board considering lunchtime meetings of like-minded businesses.

2.2 Promotion: Goal to launch robust site by June 1. Kevin Schrandt walked board through importance of immediacy and provided comprehensive update of next steps.

- 1) Content: Kevin requests write-ups from committee chairs to include quotes and goals by 5/21. Midge Pierce will compile and forward to Kevin, along with copy about Farmer's Market from Gail and Savannah Oaks from Roberta Schwarz. Ruth will look into finding the walking tour brochure and Tom
- 2) Sign-ups. Board members' businesses need to sign up for listings to get momentum started. Endorsement from Chamber could help with outreach efforts, especially for getting participation with shopping/service/dining map.
- 3) Bank Account: EIN number now available; Steve is opening account with initial deposit.
- 4) Forms: Kevin hopes to have sign-ups online so businesses themselves are responsible for accurate inputs
- 5) Website launch party. Confirmed for 6/3 pending no objections from Brian on using BJWs. Midge discussed publicity and need for a database. She'll continue to research local media.
- 6) Time: It's of the essence that we build momentum before June launch

#### 2.3: Organization Committee:

- Ruth offered Kudos to Michelle Eberle for terrific job coordinating template in her interim position
- Sara at Saatchi a recommendation for permanent Chair
- Committee heads will be responsible for having volunteers fill out forms
- Ruth will set up gmail accounts for all committees.

2.4 Economic Redevelopment: Committee Chair Gail Holmes will approach new economic development head Danny Crossman about grant opportunities. She is also making a table available to HWMS at Farmer's Market and will pull her group together for training soon.

2.5 Design Committee: Chair Stefanie Becker unable to attend but sent email advising training her committee is a priority. Ruth proposed the goal of working on the code to allow café-style, outdoor seating. Gail mentioned Chris Jordan might be at work on this and should be approached about process.

#### 2.6 Bylaws & Organization:

- Ruth Offer reports 501C3 status on hold pending decision about Lewis & Clark \$125 fee for paperwork assistance. Filing cost is another caveat: Estimated @ \$850 at our expected level of activity.
- Board donations of \$100 proposed to get process moving. Steve Gray is first commitment.

Meeting adjourned following approval of March minutes.

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